International Journal of Multidisciplinary Engineering in Current Research - IJMEC
Volume 10, Issue 6, June-2025, http://ijmec.com/, ISSN: 2456-4265

Exploring Product Utilization Derived From Social Media User Demographics

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Abstract:

In today's era, recommendation systems are the most important intelligent systems that plays in giving the information to the users. Previously approaches in recommendation systems (RS) include Content-based-filtering and collaborative filtering. Thus, these approaches have certain limitations as like the necessity of the user history as In the digital landscape of today's era, social media platforms have evolved into powerful tools not only for communication but also for data-driven insights into consumer behavior. The growing availability of user demographic data offers immense opportunities for businesses to optimize product utilization strategies. This paper explores how product recommendations and user engagement patterns can be derived through demographic insights obtained from social media platforms.

Keywords: *Social Media Analytics, Product Utilization, Demographics, Sentiment Analysis, Recommendation Systems, Machine Learning.*

I. INTRODUCTION

In the era of rapid digital transformation, social media has transcended its original role as a mere communication tool. Platforms like Facebook, Twitter, Instagram, and TikTok have evolved into powerful ecosystems for social interaction, marketing, consumer feedback, and behavioral analysis. With billions of active users worldwide, these platforms generate enormous amounts of data every second, offering a unique opportunity to understand user preferences, trends, and behaviors in real time.

One of the most valuable assets produced by social media is user demographic data—including attributes like age, gender, location, occupation, interests, and even lifestyle choices. These data points, when analyzed effectively, can uncover critical insights into how different population segments interact with products and services [1]. From identifying which age group prefers a specific gadget to understanding regional preferences in fashion trends, the potential applications are vast and transformative.

While Traditional recommendation systems, such as collaborative filtering and content-based filtering, rely heavily on user interaction history—clicks, ratings, and purchase patterns. While effective to a degree, these models often lack the contextual awareness required to make deeply personalize suggestions [2][3].

II.RELATED WORK

There are so many techniques that has been already studied about the in recent years, researchers and practitioners have extensively explored the potential of social media data in enhancing product recommendations and understanding consumer behavior.

A combination of techniques—including collaborative filtering, content-based filtering, hybrid models, and demographic analysis—have been applied to improve recommendation accuracy and personalize product suggestions. Below, we examine four key research directions that form the foundation of this study.

A. Collaborative Filtering

Collaborative filtering is mostly used in the prediction of recommender system based on the 2 formulas narrow and the general. Collaborative Filtering (CF) is one of the earliest and most widely used techniques in recommendation systems. It operates on the assumption that if two users have shown similar preferences in the past, they are likely to agree in the future. CF does not require any information about the product or the user's characteristics—instead, it focuses solely on user behavior such as ratings, likes, or purchase history [2].

B. Content based System Filtering

Content-Based Filtering (CBF) focuses on the attributes of items and the preferences of users. It recommends products similar to those a user has interacted with in the past by analyzing metadata such as genre, category, tags, or product Content based filtering also suggests the values or movies that will be products that share similar attributes with items a user has previously liked. For example, if a user watches several scifi movies, the system will suggest other movies in the same genre or with similar themes. CBF builds a user profile based on interaction history and uses item metadata—such as keywords, genres, or tags—to generate recommendations [3].

Although this method provides personalized suggestions and works independently of other users, it often results in overspecialization, where the user is exposed only to a narrow range of content. Moreover, it may not perform well for new items with limited data or metadata KNN Algorithm.

It is one of the most important algorithms that will be used for the recommender system. The full name of this algorithm is K nearest neighbor. The work of the motive of nearest neighbor as if the most of the items that are close to the item that it belongs to will be put or comes under the same cluster in which the distance of the item is shortest to the neighbor items [4]. As example suggest that the distance of T item is close to B cluster and are also identical to it so it belongs to cluster B family.

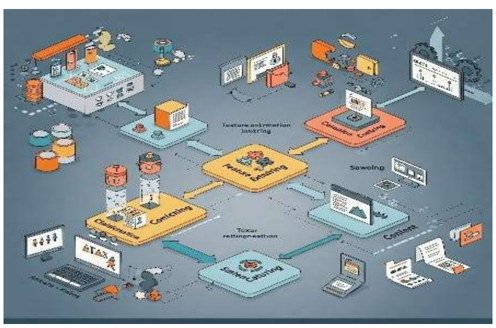

Fig.1 Content Based System Filtering

Hybrid recommendation systems combine collaborative filtering and content-based filtering to leverage the advantages of both while minimizing their individual shortcomings [5][6].

These systems may use various strategies, such as weighted combinations of CF and CBF scores, switching between methods based on context, or using one technique to enrich the data used by another.

In more advanced applications, hybrid models also integrate sentiment analysis and behavioral context, such as time of interaction, user mood, or device used. This makes them highly adaptable and suitable for complex environments like ecommerce, entertainment platforms, and mobile applications. Studies have shown that hybrid systems outperform standalone methods in terms of both accuracy and user satisfaction, especially when deployed with real-time feedback mechanisms and dynamic personalization.

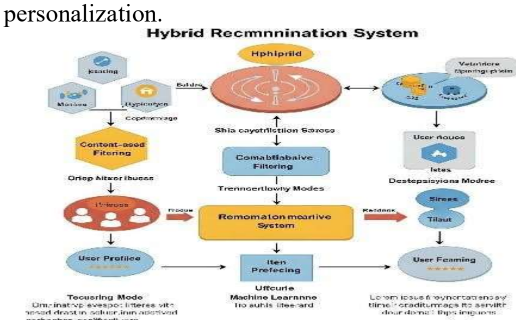

Fig.2 Hybrid Recommendation System

A great example of a hybrid recommendation system leveraging social media user demographics is one that combines content-based filtering and collaborative filtering to recommend products. For instance:

1. **Content-Based Filtering:** This approach analyzes user generated content, such as reviews or posts, to understand preferences.

2.**Collaborative Filtering:** This method identifies patterns in user interactions. For example, if users with similar demographics and interests purchase a specific product, the system might recommend was watched by user X and both the user have parallel interest.

3.**Demographic Integration:** By incorporating demographic data like age, gender, or location, the system can refine recommendations [1]

III. RESEARCH METHEDOLOGY

KNN Collaborative Filtering Algorithm

The filtering algorithm of KNN that will also known as Collaborative filtering algorithm we have used both the algorithm in same and used on the KNN algo to identify the neighbor of the item of shortest distance. The most common work done by the use of this algorithm is for the formulating of the neighbor and recommend or predict the calculated score [4].

A. Calculating Similarity between Users

The closeness between the agent is evaluated by calculating the value of an items evaluated predicted by the two users on their recommendation it predict the similarity.

Each user who wants to predict movie will assign a N-dim vector to show the item score, In case of understanding we have given an example, to formulate the closeness of X1 and X3, first of all we have to decide out list of movies and they will be labelled as {M1, M2, M4, M5} and then after the parallel scores of these movies. The funded score vector of the X1 is {1,3,4,2}, and the vector score of X3 is {2,4,1,5}. The closeness of X1 and X3 is evaluated by the cosine parallel formula.

X/M	M1	M2	M3	M4	M5
X1	1	3	3	4	2
X2	3	1	4		
X3	2	4		1	5
X4	2		2		

Fig. 3. Users' similarity evaluation

The correspondence of m or m' will be defined as sim (m,m'), formula that will be likely to use for the correspondence is only one that is Cosine similarity. Cosine parallel is used to calculate the similarity between two users as on their angle of the cosine between the two users as a vector.

$$sim(x,y') = \cos(\vec{x},\vec{y}) = \frac{\vec{X}\,\vec{Y}}{|\vec{X}||\vec{Y}|} = \frac{\sum s\epsilon_x r_{x,s} r_{y,s}}{\sqrt{\sum s\epsilon s_{xy}(r_{x,s})^2}\sqrt{\sum s\epsilon s_{xy}(r_{y,s})^2}}$$

KNN Selection of Nearest Neighbour

Now as to evaluate the of similarity in the form of sim(u,u') of the users, then the given KNN algorithm takes the number of the users as they matches with the neighbour of U, it will be given as u', Now we have to select to initialize the K value for the selection of the neighbor this will identify as K of the most similar neighbors in the form of the value of a neighbor like as a user[7][8].

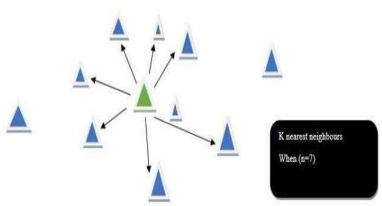

Fig.4 KNN

B. Predict Score Calculation

Now we have discovered the K nearest neighbor so after determining this, after this we have to calculate the score of the item close to their neighbor.

The steps that are given below will be used for the prediction purpose only of the score [7][8]

Step 1: Generate user as the 2D matrix of the score in the form of Rmxn.

Step 2: Use the formula of Cosine Similarity that will helps to identify the similarity of the users who wants to watch the movie then, it will generate the matrix that is similar to the user view.

Step 3: As the result obtained in step 2, we have to find a N number of the score that which shows the maximum amount, that will be identical to the K with the neighbors that is u.

Step 4: Apply predict score formula and evaluate the value of i for the target u.

So KNN collaborative filtering algorithm helps to predict the movies for the user. It is also based on that that this project will be used to recommend the movie based on the user sentiment. It can also suggest the user the preferences based on the user login details into the server of our prototype and it can recommend the movies as we see in the Netflix and Amazon Prime video that will suggests the user the movie based on their previous search.

System designing of the system :

Architecture Diagram

The proposed system is designed to collect user data from social media platforms, extract demographic attributes (such as age, gender, and location), and analyze user sentiment expressed in comments, reviews, or posts. This information is processed through a modular architecture consisting of three main components: the Demographic Analyzer, the Sentiment Analysis Engine, and the Hybrid Recommendation Engine.

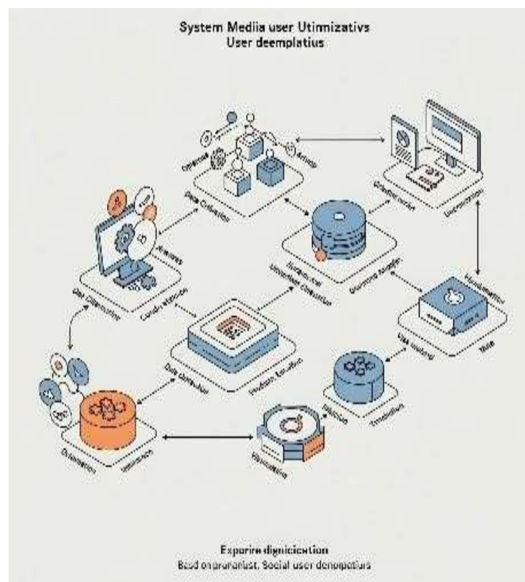

Fig.5 System Media User Utinmizativs

IV.RESULT AND DISCUSSION

The implementation of product recommendation system that integrates social media user demographics and sentiment analysis has a profound effect on the operational efficiency, personalization capability, and business intelligence of a platform.

By introducing a system that can interpret and respond to user demographics and emotional cues, operations across both technical and business layers are transformed in several key ways.

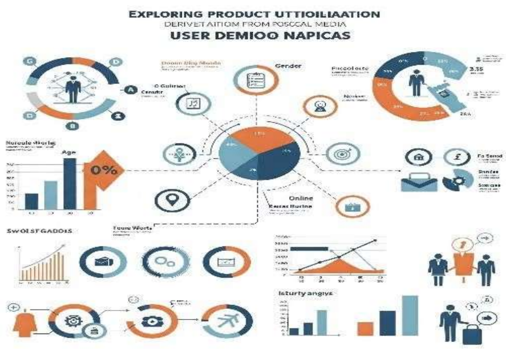

Fig. 6 Exploring Product Utilization – Sentiment & Demographics Integration

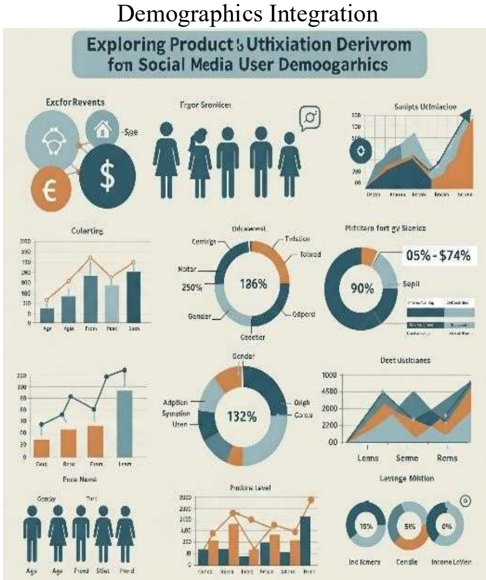

Fig.7 Exploring Product Utilization

V.CONCLUSION

In an increasingly digital and data-driven world, the integration of social media analytics with demographic profiling presents a transformative approach to understanding and enhancing product utilization. This research explored how user demographic data—extracted from platforms like Twitter, Instagram.

The methodology outlined in this research— combining collaborative filtering, content-based filtering, and demographic-sentiment analysis— demonstrated promising potential for real-world application. Systems designed using these principles can deliver targeted, relevant, and emotionally intelligent recommendations, which are especially valuable in sectors such as ecommerce, entertainment, health, fashion, and digital services

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